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Titolo	5-star programming and services for your 55+ library customers [[electronic resource] /] / Barbara T. Mates
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Collana	ALA programming guides
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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Who are all these older people and where do they live? -- Special needs within the older generation -- Staff and seniors -- Programming for seniors -- Older adults and reading -- Outreach library programming -- Computers and seniors -- Seniors and accessible websites -- Preparing and distributing marketing and informatoinal materials for senior programs -- Funding seniors programs.
Sommario/riassunto	As members of the population approach age fifty-five and above, libraries are faced with an untapped opportunity to serve a consistently underserved population. As she explains the ins and outs of planning, developing, marketing, and funding successful programs and services to the graying population, longtime outreach and access advocate Barbara T. Mates demonstrates how libraries can benefit from providing top-notch programs and services for older adults. The latest in the ALA Programming Guides series, this comprehensive resource gets to the heart of what seniors need and want—from continuing